

## ORDER



**Orders**  
**Order / Rev:** 706646  
**Alt Order #:** 06278652  
**Product Desc:** OBAMA FOR AMERICA  
**Estimate:** 1537  
**Flight Dates:** 10/09/12 - 10/15/12  
**Original Date / Rev:** 10/05/12 / 10/05/12  
**Order Type:** Political

WKYC

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser Name:** Obama/D/President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential,Political,PL-Federal  
**Priority:** P-1  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/08/12	10/14/12	195	\$297,000.00	\$252,450.00
10/15/12	10/21/12	36	\$51,625.00	\$43,881.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	231	\$348,625.00	\$296,331.25	0.00
<b>Totals</b>	<b>231</b>	<b>\$348,625.00</b>	<b>\$296,331.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKYC	10/09/12	10/12/12	Days of Our Lives Days of Our Lives	CM	1p-2p	- TWTF - -	:30	8	\$500.00	P-2	0.00	NM	8	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -			8		\$500.00		0.00				
N 2	WKYC	10/09/12	10/12/12	M-F 10-11a M-F 10-11a	CM	10a-11a	- TWTF - -	:30	4	\$250.00	P-2	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -			4		\$250.00		0.00				
N 3	WKYC	10/09/12	10/12/12	Tonight Show Tonight Show	CM	1135p-1237a	- TWTF - -	:30	7	\$1,200.00	P-2	0.00	NM	7	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -			7		\$1,200.00		0.00				
N 4	WKYC	10/09/12	10/12/12	M-F 10-11a M-F 10-11a	CM	10a-11a	- TWTF - -	:30	8	\$400.00	P-2	0.00	NM	8	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -			8		\$400.00		0.00				
N 5	WKYC	10/09/12	10/12/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	- TWTF - -	:30	4	\$475.00	P-2	0.00	NM	4	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -			4		\$475.00		0.00				
N 6	WKYC	10/09/12	10/12/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	- TWTF - -	:30	7	\$400.00	P-3	0.00	NM	7	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -			7		\$400.00		0.00				

Order / Rev: 706646  
 Alt Order #: 06278652  
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA FOR AMERICA  
 Estimate: 1537

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WKYC	10/09/12	10/12/12	Last Call Last Call w/Carson Daly	CM	135a-205a	- TWTF - -	:30	4	\$300.00	P-2	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -		4				\$300.00		0.00			
N 8	WKYC	10/09/12	10/12/12	M-F 2-3p Rachel Ray	CM	2-3p	- TWTF - -	:30	8	\$400.00	P-2	0.00	NM	8	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -		8				\$400.00		0.00			
N 9	WKYC	10/09/12	10/12/12	M-F 3-4p The Doctors	CM	3p-4p	- TWTF - -	:30	8	\$450.00	P-2	0.00	NM	8	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -		8				\$450.00		0.00			
N 10	WKYC	10/09/12	10/12/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	- TWTF - -	:30	8	\$600.00	P-2	0.00	NM	8	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -		8				\$600.00		0.00			
N 11	WKYC	10/09/12	10/12/12	M-F 430a-5a 430a News	CM	430a-5a	- TWTF - -	:30	4	\$300.00	P-1	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -		4				\$300.00		0.00			
N 12	WKYC	10/09/12	10/12/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	- TWTF - -	:30	8	\$650.00	P-2	0.00	NM	8	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -		8				\$650.00		0.00			
N 13	WKYC	10/09/12	10/12/12	M-F 5-6p Dr. Phil	CM	5p-6p	- TWTF - -	:30	8	\$1,400.00	P-1	0.00	NM	8	\$11,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -		8				\$1,400.00		0.00			
N 14	WKYC	10/09/12	10/12/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	- TWTF - -	:30	7	\$3,200.00	P-1	0.00	NM	7	\$22,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -		7				\$3,200.00		0.00			
N 15	WKYC	10/09/12	10/12/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF - -	:30	10	\$1,400.00	P-2	0.00	NM	10	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -		10				\$1,400.00		0.00			
N 16	WKYC	10/09/12	10/12/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	- TWTF - -	:30	7	\$3,500.00	P-2	0.00	NM	7	\$24,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -		7				\$3,500.00		0.00			
N 17	WKYC	10/09/12	10/12/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	- TWTF - -	:30	7	\$2,400.00	P-2	0.00	NM	7	\$16,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -		7				\$2,400.00		0.00			
N 18	WKYC	10/09/12	10/12/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF - -	:30	20	\$1,400.00	P-2	0.00	NM	20	\$28,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -		20				\$1,400.00		0.00			
N 19	WKYC	10/09/12	10/12/12	M-F 730-8p Entertainment Tonight	CM	730-8p	- TWTF - -	:30	4	\$2,400.00	P-2	0.00	NM	4	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -		4				\$2,400.00		0.00			
N 20	WKYC	10/09/12	10/12/12	M-F 9-10a Today II Today Show II	CM	9a-10a	- TWTF - -	:30	8	\$600.00	P-2	0.00	NM	8	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -		8				\$600.00		0.00			
N 21	WKYC	10/12/12	10/12/12	Fri Prime C Fri Prime C	CM	10-11p	- - - - F - -	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 706646  
 Alt Order #: 06278652  
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA FOR AMERICA  
 Estimate: 1537

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N21	WKYC	10/12/12	10/12/12	Fri Prime C Fri Prime C	CM	10-11p	----F--	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	----F--		1				\$5,000.00		0.00			
N22	WKYC	10/12/12	10/12/12	Fri Prime A Fri Prime A	CM	8-9p	----F--	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	----F--		1				\$2,500.00		0.00			
N23	WKYC	10/15/12	10/15/12	Mon Prime C Mon Prime C	CM	10-11p	M-----	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1				\$5,000.00		0.00			
N24	WKYC	10/15/12	10/15/12	Mon Prime Other Monday Prime Other	CM	Various (8:00 PM-10:00 PM)	M-----	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1				\$10,000.00		0.00			
N25	WKYC	10/13/12	10/14/12	EN (Sa-Su) Early News (Sa-Su)	CM	6P-7P Sa/Su (6:00 PM-6:30 PM)	-----SS	:30	4	\$3,200.00	P-1	0.00	NM	5	\$12,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----SS		4				\$3,200.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	NKYC	10/08/12-10/14/12	EN (Sa-Su)		6P-7P Sa/Su	(6:00 PM-6:30 P-----SaSu	:30		<del>(\$3,200.00)</del>		0.00	NM		
				See MG 25.5,25.6,25.7											
				[Prgm Change] notre dame											
	4	NKYC	10/08/12-10/14/12	EN (Sa-Su)		6P-7P Sa/Su	(6:00 PM-6:30 P-----SaSu	:30		<del>(\$3,200.00)</del>		0.00	NM		
				See MG 25.5,25.6,25.7											
				[Prgm Change] notre dame											
	5	NKYC	10/13/12-10/13/12	Notre Dame Football		Notre Dame Footb	-----Sa--	:30		\$2,000.00		0.00	NM		
				Ⓜ MG for 25.1,25.4											
	6	NKYC	10/13/12-10/13/12	Notre Dame Football		Notre Dame Footb	-----Sa--	:30		\$2,000.00		0.00	NM		
				Ⓜ MG for 25.1,25.4											
	7	NKYC	10/14/12-10/14/12	Sun 6-630p		6-630p	-----Su	:30		\$2,400.00		0.00	NM		
				Ⓜ MG for 25.1,25.4											
N26	WKYC	10/13/12	10/13/12	Sat 1030a-11a Sat 1030-11a	CM	Sat 1030-11a	-----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S-		1				\$350.00		0.00			
N27	WKYC	10/13/12	10/13/12	Notre Dame Football Notre Dame Football	CM	Notre Dame Footb	-----S-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S-		1				\$2,000.00		0.00			
N28	WKYC	10/13/12	10/13/12	630A-7A Chris Matthews Show	CM	630a-7a	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S-		1				\$1,000.00		0.00			
N29	WKYC	10/13/12	10/13/12	Sat 7-8p Sat 7-8p	CM	7-8p	-----S-	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S-		2				\$650.00		0.00			
N30	WKYC	10/13/12	10/13/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S-		2				\$1,400.00		0.00			
N31	WKYC	10/13/12	10/13/12	Sat Prime A 8-9p	CM	8-9p (8:00 PM-9:00 PM)	-----S-	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S-		1				\$1,600.00		0.00			
N32	WKYC	10/13/12	10/13/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	3	\$1,400.00	P-2	0.00	NM	3	\$4,200.00



Order / Rev: 706646  
 Alt Order #: 06278652  
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA FOR AMERICA  
 Estimate: 1537

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N44	WKYC	10/09/12	10/14/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	-TWTFSS	:30	8	\$2,400.00	P-2	0.00	NM	8	\$19,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTFSS		8			\$2,400.00			0.00			
N45	WKYC	10/09/12	10/09/12	Tue Prime C Tue Prime C	CM	10-11p	-T-----	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T-----		1			\$4,500.00			0.00			
N46	WKYC	10/09/12	10/09/12	Tue Prime A Tue Prime A	CM	8-9p	-T-----	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T-----		1			\$5,000.00			0.00			
N47	WKYC	10/10/12	10/10/12	Wed Prime A Wed Prime A	CM	8-9p (8:00 PM-9:00 PM)	--W----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	--W----		1			\$3,500.00			0.00			
N48	WKYC	10/10/12	10/10/12	Wed Prime B Wed Prime B	CM	9-10p (9:00 PM-10:00 PM)	--W----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	--W----		1			\$6,000.00			0.00			
N49	WKYC	10/15/12	10/15/12	Days of Our Lives Days of Our Lives	CM	1p-2p	M-----	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		2			\$500.00			0.00			
N50	WKYC	10/15/12	10/15/12	M-F 10-11a M-F 10-11a	CM	10a-11a	M-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1			\$250.00			0.00			
N51	WKYC	10/15/12	10/15/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1			\$1,200.00			0.00			
N52	WKYC	10/15/12	10/15/12	M-F 10-11a M-F 10-11a	CM	10a-11a	M-----	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		2			\$400.00			0.00			
N53	WKYC	10/15/12	10/15/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	M-----	:30	1	\$475.00	P-2	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1			\$475.00			0.00			
N54	WKYC	10/15/12	10/15/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	M-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1			\$400.00			0.00			
N55	WKYC	10/15/12	10/15/12	Last Call Last Call w/Carson Daly	CM	135a-205a (1:35 AM-2:05 AM)	M-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1			\$300.00			0.00			
N56	WKYC	10/15/12	10/15/12	M-F 2-3p Rachel Ray	CM	2-3p	M-----	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		2			\$400.00			0.00			
N57	WKYC	10/15/12	10/15/12	M-F 3-4p The Doctors	CM	3p-4p	M-----	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		2			\$450.00			0.00			
N58	WKYC	10/15/12	10/15/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

Order / Rev: 706646  
 Alt Order #: 06278652  
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA FOR AMERICA  
 Estimate: 1537

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N58	WKYC	10/15/12	10/15/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		2				\$600.00		0.00			
N59	WKYC	10/15/12	10/15/12	M-F 430a-5a 430a News	CM	430a-5a	M-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1				\$300.00		0.00			
N60	WKYC	10/15/12	10/15/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M-----	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		2				\$650.00		0.00			
N61	WKYC	10/15/12	10/15/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	2	\$1,400.00	P-1	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		2				\$1,400.00		0.00			
N62	WKYC	10/15/12	10/15/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$3,200.00	P-1	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1				\$3,200.00		0.00			
N63	WKYC	10/15/12	10/15/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		2				\$1,400.00		0.00			
N64	WKYC	10/15/12	10/15/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	M-----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1				\$3,500.00		0.00			
N65	WKYC	10/15/12	10/15/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	M-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1				\$2,400.00		0.00			
N66	WKYC	10/15/12	10/15/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	5	\$1,400.00	P-2	0.00	NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		5				\$1,400.00		0.00			
N67	WKYC	10/15/12	10/15/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1				\$2,400.00		0.00			
N68	WKYC	10/15/12	10/15/12	M-F 9-10a Today II Today Show II	CM	9a-10a (9:00 AM-10:00 AM)	M-----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		2				\$600.00		0.00			
N69	WKYC	10/15/12	10/15/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	M-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1				\$2,400.00		0.00			
Totals													231	\$348,625.00	